GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:5711
ANSWERED ON:07.04.2017
Implementation of e-Commerce Guidelines
Venugopal Dr. Ponnusamy

Will the Minister of FINANCE be pleased to state:

(a) whether the Government has raised questions over implementation of e-commerce guidelines and if so, the details thereof;
(b) whether under the amended guidelines it may not be possible to stop online firms from influencing product prices and if so, the details thereof;
(c) whether the Government is aware that the issue of offering discounts by market place online players has remained a bone of contention between e-commerce companies and brick and mortar stores; and
(d) if so, the details thereof?

Answer

The Minister of State in the Ministry of Finance (SHRI ARJUN RAM MEGHWAL)

(a) to (d) Government has amended the FDI policy on E-commerce through Press Note 3 of 2016 dated 29.03.2016 on 'Guidelines for FDI on E-Commerce' issued by Department of Industrial Policy and Promotion (DIPP). Vide Notification No. 387/2017-RB dated March 9, 2017, the same has been amended in the Foreign Exchange Management (Transfer or Issue of Security by a person Resident Outside India) Regulations, 2000. One of the conditions in the guidelines states that "E-commerce entities providing marketplace will not directly or indirectly influence the sale price of goods or services and shall maintain level playing field."